

WHAT IS CLAIMED IS:

1 1. A method of facilitating a transaction, comprising:
2 receiving from a player an indication associated with an item;
3 determining a game event outcome associated with the player; and
4 arranging for the player to receive the item based on information associated with
5 the item and the game event outcome.

1 2. The method of claim 1, wherein the item comprises at least one of: (i) a product,
2 (ii) a service, (iii) an alternate currency amount, (iv) a reduction in a retail price associated
3 with the item, (v) a reduction of an amount previously owed by the player, (vi) a future
4 game event, and (vii) an increase in an amount of payment to be received by the player.

1 3. The method of claim 1, wherein said receiving comprises:
2 receiving the indication from at least one of: (i) a player device, and (ii) a merchant
3 device.

1 4. The method of claim 3, wherein said receiving is performed via at least one of:
2 (i) a Web site, (ii) the Internet, (iii) a gaming device, (iv) a personal digital assistant, (v) a
3 kiosk, (vi) an electronic mail message, (vii) postal mail, (viii) a telephone, (ix) an
4 interactive voice response unit, (x) an operator terminal, (xi) a point of sale terminal, and
5 (xii) a shopping cart device.

1 5. The method of claim 1, wherein the indication includes at least one of: (i) an
2 item identifier, (ii) an item category, and (iii) an item feature.

1 6. The method of claim 1, wherein the indication includes at least one of: (i) an
2 item price, (ii) a reduced item price, (iii) a player-defined item price, and (iv) a player-
3 selected item price.

1 7. The method of claim 1, wherein the indication includes a probability of the
2 player receiving the item.

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1 8. The method of claim 1, wherein the indication includes a player identifier.

1 9. The method of claim 1, wherein the indication includes a game event identifier.

1 10. The method of claim 1, further comprising:
2 displaying a list of available items to the player,
3 wherein the indication associated with the item comprises a selection from the list
4 of available items.

1 11. The method of claim 1, further comprising:
2 in response to the received indication, offering to provide a substitute item to the
3 player,
4 wherein said arranging comprises arranging for the player to receive the substitute
5 item based on the game event outcome.

1 12. The method of claim 1, wherein the received indication comprises an indication
2 that the player is interested in purchasing the item.

1 13. The method of claim 1, wherein the game event comprises at least one of: (i) a
2 lottery game, (ii) an instant-type lottery game, (iii) a game of chance, and (iv) a game of
3 skill.

1 14. The method of claim 1, wherein said determining comprises determining a
2 payout amount associated with the game event.

1 15. The method of claim 1, wherein said determining is based on at least one of: (i)
2 an expected value associated with the game event, (ii) a wager amount, (iii) a pre-stored
3 outcome, (iv) a received outcome, and (v) a randomly generated outcome.

1 16. The method of claim 1, wherein the player provides payment in exchange for
2 the game event before the indication is received.

1 17. The method of claim 1, wherein the player provides payment in exchange for
2 the game event after the indication is received.

1 18. The method of claim 1, wherein the player provides payment in exchange for
2 the game event at substantially the same time the indication is received.

1 19. The method of claim 1, wherein the game event is associated with a lottery
2 provider and the player receives the item from a retail store where the item is offered for
3 sale.

1 20. The method of claim 1, wherein a seller arranges for the item to be provided to
2 the player in exchange for payment of an amount based on the game event outcome.

1 21. The method of claim 1, wherein the information associated with the item
2 comprises at least one of: (i) a retail price, (ii) an item cost, (iii) a minimum acceptable
3 price, (iv) a minimum acceptable profit, (v) a discount amount, (vi) a product conveyance
4 rule, (vii) revenue management information, (viii) supply information, and (ix) demand
5 information.

1 22. The method of claim 1, wherein said arranging is further based on at least one
2 of: (i) information associated with the player, (ii) information associated with a merchant,
3 (iii) information associated with a lottery provider, and (iv) information associated with a
4 seller.

1 23. The method of claim 1, wherein the game event outcome comprises a payout
2 amount, and said arranging further comprises:
3 determining a price associated with the item; and
4 comparing the price to the payout amount,
5 wherein said arranging is performed if the price is within a predetermined range of
6 the payout amount.

1 24. The method of claim 1, wherein the game event outcome comprises a payout
2 amount, and said arranging further comprises:

3 transmitting a transaction request, including the payout amount, to a merchant
4 device; and
5 receiving a transaction response from the merchant device,
6 wherein said arranging is performed based on the transaction response.

1 25. The method of claim 1, wherein said arranging further comprises:
2 converting a payout amount to an alternate currency associated with a merchant.

1 26. The method of claim 1, wherein said arranging further comprises:
2 based on the information associated with the item, adjusting information associated
3 with the game event in accordance with at least one of: (i) a predetermined formula, (ii) a
4 predetermined rule, and (iii) a conversion table.

1 27. The method of claim 1, wherein said arranging comprises:
2 transmitting information enabling the item to be delivered to the player.

1 28. The method of claim 1, wherein said arranging comprises:
2 transmitting information enabling the player to take possession of the item.

1 29. The method of claim 1, wherein at least one of (i) the information associated
2 with the item, and (ii) the outcome associated with the game event are not displayed to the
3 player.

1 30. The method of claim 1, further comprising:
2 determining at least one of: (i) an event wager amount, (ii) a number of game
3 events, and (iii) a probability that the item will be provided to the player.

1 31. The method of claim 1, further comprising:
2 displaying to the player at least one of: (i) a required wager amount, (ii) a required
3 number of game events, (iii) a suggested wager amount, (iv) a suggested number of game
4 events, and (v) a probability that the item will be provided to the player.

1 32. The method of claim 1, wherein the item is provided to the player by a
2 merchant, and further comprising:
3 arranging for the merchant to receive payment in exchange for providing the item to
4 the player.

1 33. The method of claim 1, further comprising:
2 determining an excess payout amount; and
3 arranging for the excess payout amount to be provided to at least one of: (i) a lottery
4 provider, (ii) a merchant that provided the item to the player, (iii) a seller that sold the item
5 to the player, and (iv) the player.

1 34. The method of claim 1, wherein information associated with the item is
2 incorporated into play of a game associated with the game event.

1 35. An apparatus, comprising:
2 a processor; and
3 a storage device in communication with said processor and storing instructions
4 adapted to be executed by said processor to:
5 receive from a player an indication associated with an item;
6 determine a game event outcome associated with the player; and
7 arrange for the player to receive the item based on information associated
8 with the item and the game event outcome.

1 36. The apparatus of claim 35, wherein said storage device further stores at least
2 one of: (i) an player outcome database, (ii) an inventory database, (iii) a product request
3 database, (iv) a product conveyance database, (v) a redemption database, and (vi) a
4 provider outcome database.

1 37. The apparatus of claim 35, further comprising:
2 a communication device coupled to said processor and adapted to communicate
3 with at least one of: (i) a player device, (ii) a lottery device, (iii) a merchant device, (iv) a
4 controller, (v) a subsidy provider device, (vi) a seller device, and (vii) a payment device.

1 38. A program storing instructions adapted to be executed by a processor to
2 perform a method of facilitating a transaction, said method comprising:
3 receiving from a player an indication associated with an item;
4 determining a game event outcome associated with the player; and
5 arranging for the player to receive the item based on information associated with
6 the item and the game event outcome.

1 39. A computer-implemented method of facilitating a transaction, comprising:
2 receiving from a player payment of a wager amount in exchange for a lottery ticket;
3 receiving from the player a product identifier associated with a product;
4 determining a price associated with the product identifier;
5 determining a payout amount associated with the lottery ticket;
6 comparing the price and the payout amount; and
7 if the payout amount is within a predetermined range of the price, transmitting
8 information enabling the player to receive the product from a merchant.